



News Release

July 12, 2021 - For Immediate Release

Nusenda Credit Union to Open First Branch in Las Cruces, N.M.

Nusenda Credit Union, New Mexico's largest credit union, announced today that it opened its first branch in Las Cruces. The branch is located in the Pan Am Plaza across from New Mexico State University's campus at 1715 E. University Avenue. This is the credit union's 24th branch location in New Mexico.

"Southern New Mexico is thriving, and we are excited to support its growth," said Nusenda President/CEO Joe Christian. "Our Pan Am branch will make it easier for current and new members in the area to access our products and services. We already have many strong relationships with businesses and nonprofit partners in Las Cruces and surrounding communities. We are glad to be doing even more to make a positive difference."

Recognized as a New Mexico Family Friendly Business and Top Place to Work, Nusenda employs seven local professionals at the Pan Am branch. The team can open new accounts, assist with loans and lines of credit, issue debit and credit cards, provide financial counseling, and much more. Express Tellers at this location offers a convenient and contactless way to make a deposit, cash a check, withdraw cash, make a loan payment, or transfer money.

Nusenda and its philanthropic arm, the Nusenda Foundation, provide significant funding and other support to make communities better places to live and work. Through its Community Rewards®, Financial Education Innovator, and microlending programs, Nusenda, and its members have given back to Las Cruces-area organizations, including:

- Ngage New Mexico
- New Mexico State University
- The Community Foundation of Southern New Mexico
- United Way of Southern New Mexico
- Big Brothers Big Sisters Mountain Region

- Community Action Agency of Southern New Mexico: Kids Can – Youth Entrepreneur Program
- Families and Youth, Inc. (Las Cruces Community Meal Program)

“We have started additional outreach and are excited to expand our community work in Southern New Mexico,” commented Sara Keller, Vice President of Community Engagement. To learn more about how Nusenda Credit Union upholds the credit union philosophy of “people helping people,” visit nusenda.org/impact.

About Nusenda Credit Union

Nusenda Credit Union, headquartered in Albuquerque, N.M., is the state’s largest credit union with more than 230,000 members. It has more than 20 branches throughout New Mexico in Albuquerque, Rio Rancho, Santa Fe, Taos, Los Lunas, Socorro, and Las Cruces and offers over 600 ways to join. Connect with Nusenda Credit Union at www.nusenda.org; [Facebook](#) @NusendaCU; [Twitter](#) @NusendaCU; [Instagram](#) @NusendaCU; and LinkedIn: <https://www.linkedin.com/company/nusenda-credit-union>.

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